

Astounding Writing, Fast!

Why say 'good', when you can say stellar, splendid or glorious? Why say 'fast', when you can say meteoric or flash? Now you can add 220,000 synonyms to your writing and speaking vocabulary and, you can correctly spell over 100,000 words instantly for just \$99⁹⁰. Wow!

By Drew Kaplan

Forget spelling. Forget racking your brain for just the right word. Now you can trash your dictionaries and your thesauruses by using the new, pocket size, incredibly easy to use Word Finder.

If you're at all like me, you hate plodding through the pages of cumbersome dictionaries. And, if you don't know how to spell a word, it's often hard to find.

Well, imagine instantly scanning the equivalent of 1,400 8½" X 11" single spaced pages of correctly spelled words and synonyms to pinpoint just the word you want. Just touch a few buttons.



Now we'll never have to use an easy word we know how to spell, rather than an eloquent word, to convey our thoughts.

GREAT MINDS

I'm just a simple writer, but William F. Buckley, Jr. says about this program, "Your Word Finder has changed my life! I never used to use a thesaurus."

Well, he probably doesn't need the 100,000 spelling word dictionary, but when you combine the two, this is the most useful product I've ever introduced.

When you speak or write, make your ideas vivid with realism. Let every word create a graphic image in your reader's mind. And, make all your points forcefully. (The words in bold represent 3 of over 54 synonyms for powerful. Wow!)

SPELLING MADE SIMPLE

I hate dictionaries. Half the words I look up I had spelled correctly. And the other half, I can't find. Well, with Word Finder from SelecTronics, it's simple.

It's incredibly intelligent. First, it's phonetic. Type 'FONETIC' and you'll get Phonetic. Type Ph???tic and it will let you select phonetic from other possibilities.

If you add a letter, leave out a letter or even transpose a letter, it can find the correct spelling of the word you want.

So, let the two microprocessors in this new productivity tool let your writing and speaking stand out from the crowd.

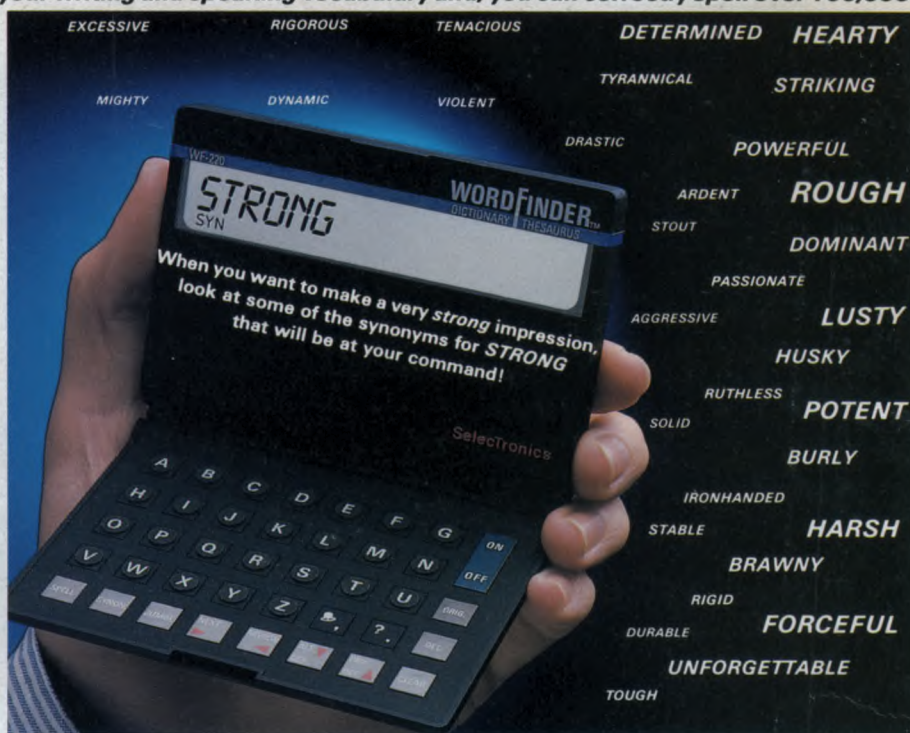
HEAD OF THE CLASS

Spelling is the simplest thing Word Finder can do for you.

Touch Synonym and your speaking and writing will explode with incredible new power. You'll have 4½ megabytes of \$5 \$10 and \$25 words to let you express your ideas with exquisite precision.

It may not always be fair, but it's often how you say something, rather than what you say, that lets you get ahead. And, with Word Finder, you'll have incredibly creative word power at your fingertips.

4½ megabytes is equivalent to about 12½ 5" floppy disks on an IBM® PC.



Yet, there's no programming. Just type in a word and away you go.

You'll always have the right word at the right time. And, if you're not absolutely sure of a word's meaning, just check a few of its synonyms.

EASY TO USE

Just type in a word and touch Spell or Synonym. There's nothing to learn. It's great at work, at home or at school.

If you'll supply the facts, Word Finder will supply the most powerful, vivid words to convey your concepts. And, unlike dictionaries and thesauruses, it's easy to use and totally hassle free.

To use the Thesaurus, touch Synonym. When you push the down arrow, you will see main concept words. Touch the right arrow and you'll see more words with the 'same intent'. So, the thesaurus is logically arranged for ease of use.

Plus, at any time, just re-touch Synonym and you'll start reviewing synonyms of the 'synonym' that was already displayed on the large, oversized 20 character LCD screen. So, there's literally no end to the words you can explore. It's fabulous for creative writing.

BOTTOM LINE

While 100,000 dictionary words and 220,000 synonyms may sound impressive, other computer based thesaurus companies count words such as create, creates, and creating as 3 entries.

Using this method, Word Finder would have 660,000 synonyms. Why is Word Finder conservative? Well, when you get your spelling and thesaurus list from Xerox Corp and Microlytics, Inc., you can afford to be understated.

SelecTronics, working with Microlytics and Xerox's Palo Alto Research Center (PARC), has developed this product's incredible word compression technology.

It's just 3" X 4" X ¾". It weighs just 6

oz including 4 AAA batteries (included). It's great for business (thanks to Xerox) because it has First Names, Surnames, Corporate Names and Cities.

You'll love it when you play Jumble (available in most daily papers), crossword puzzles, Scrabble® and hangman.

But, most of all, you'll love it for what it will do for your vocabulary. It's made and backed by SelecTronics' limited warranty.

IMPROVE YOUR WORD POWER RISK FREE

People look down at spelling errors. People look up to the rare individual with a rich and varied vocabulary.

If you aren't 100% thrilled with the ease of spelling or the wide range of dramatic words you'll have at your command, return it in its original box within 30 days to DAK for a courteous refund.

To order your SelecTronics' Word Finder 100,000 Word Spelling Dictionary with 220,000 (660,000) Synonym Thesaurus to effortlessly let you locate and spell the right word for the right time correctly, call toll free or send your check for DAK's breakthrough price of just \$99⁹⁰ (\$4 P&H). Order No. 6301.CA res add tax.

Infuse your ideas with powerfully graphic words. You don't have to sound like a college scholar to add punch and panache to your speaking and writing.

You and your children will be amazed at how a few well sculptured words can increase the respect people have for what you're already saying.



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